



EURO GRASS JOINS TURFGRASS GROWERS ASSOCIATION

The Turfgrass Growers Association has welcomed grass seed breeder, producer and supplier Euro Grass BV as a new affiliate member.

Euro Grass is an international company which is active in turfgrass breeding and production in Denmark, Germany and the Netherlands. New to the British amenity market, its aim, through the recent appointment of Simon Taylor as UK Sales & Marketing Manager, is to offer a portfolio of amenity grasses that provides high level seed cleanliness and unrivalled cultivar performance for turf production. The company

already has a number of cultivars established on the STRI/BSPB seed listings.

Simon Taylor explained: "Our membership is very important as it enables interaction with grower members and to present Euro Grass and its products on a professional level. We are looking forward to working with the Association and turf growers to tackle some of the challenges which face the industry in current times."

Simon can be contacted on 01522 868946 or by email on simon.taylor@eurograss.com. www.turfgrass.co.uk

Sherriff to be Sole Suppliers

Sherriff Amenity has signed a new extended agreement with De Vere Hotel & Leisure to remain the sole suppliers of chemical, fertiliser and grass seed to their golf courses nationwide.

Mark Pyrah, Sherriff Amenity Director said:

"We are delighted that De Vere have chosen Sherriff Amenity to remain their exclusive suppliers.

"The agreement that has been reached will ensure that De Vere continue to benefit from volume group purchases, a high level of sales support and the latest in new product technology within the amenity arena.

"Sherriff Amenity's industry leading research and development programme allows us to provide our customers with the latest in new technical innovation backed by our unrivalled range of products, selected from regional, national and international manufacturers."

What's your Number?

Our regular and random profile of an industry figure continues with this month's lucky number...

Mike Beardall, of Oakfield Media, answers some searching questions



1. What is your position within the company?

Owner and chief coffee-maker.

2. How long have you been in the industry?

As a journalist for 42 years. In the sports surface management sector 15 years.

3. How did you get into it?

From school as a trainee reporter on a local paper. After various newspaper jobs, joined the Daily Mail for 10 years. Entered horticulture in the 80s while running a six-acre smallholding in West Sussex, and later freelanced on *The Water Gardener* and *Turf Management* magazines, followed by editing *The Groundsman* for 11 years.

4. What other jobs have you done?

It's all been journalism and public relations, plus photography – but my family were all farmers so I really feel comfortable when working outdoors. I've done my fair share of cultivating, growing and harvesting over the years.

5. What do you like about your current job?

The opportunity to meet so many people who enjoy their work. Greenkeepers, groundsman and gardeners all share a common passion for perfection and are all very friendly.

6. What changes have you seen during your time in the industry?

More science, better machinery and an increase in the recognition for people who produce top-notch sports surfaces and excellent parks and gardens.

7. What do you like to do in your spare time?

Pottering around auctions, adding to the clutter in my garage, gardening and golf – but not often enough.

8. Where do you see yourself in 10 years time?

Still working! Unless my lottery ticket comes up and then I'll be on my yacht in the Bahamas.

9. Who do you consider best friends in the industry?

Cannot name them all – but they know who they are.

10. What do you consider to be your lucky number?

18 – the date of my son and grandson's birthday.

11. Pick a number ...31

Mike has picked Lee Penrose of the STRI